

POWER OF YOUTH CHARTER

YOUR ORGANISATION
NAME HERE

believes that all children and young people should be empowered to make a positive difference on the issues that affect their lives, their communities and broader society. We therefore adopt this Charter, committing to growing the power of youth in the following areas:

WE WILL...

P

PRIORITISE EMPOWERING YOUNG PEOPLE TO VOLUNTEER AND TAKE SOCIAL ACTION

We will have an action plan outlining how we will support more young people, particularly from low-income and ethnic minority backgrounds, to volunteer and take positive social action.



O

OPEN UP OUR DECISION-MAKING STRUCTURES

We will offer opportunities for young people, particularly from low-income and ethnic minority backgrounds, to be part of our organisation's decision-making.



W

WORK IN PARTNERSHIP

We will work collaboratively with young people, organisations and policy-makers locally and nationally to create more high-quality opportunities, reach young people from low-income and ethnic minority backgrounds and realise the potential of the #IWill Scotland goals.



E

EVIDENCE THE BENEFITS OF YOUTH SOCIAL ACTION

We will capture and share insights, stories and data on how we are working with young people, and the positive impact this has on them, our organisation, their communities and wider society.



R

RECOGNISE AND CELEBRATE YOUNG PEOPLE'S IMPACT

We will use our communication channels to advocate for and celebrate young people as positive and powerful changemakers.



WHAT WILL YOUR ORGANISATION DO?

Personalise your organisation's commitments
and find out how to sign up [here](#)

FOR A BETTER TOMORROW, WE MUST EMPOWER YOUNG PEOPLE TODAY

As a society we face an unprecedented set of challenges. Poverty, the climate emergency, worsening mental health and wellbeing, social and economic inequalities, racial injustice. Challenges that existed before the Covid-19 crisis have been further exacerbated by the global pandemic - and the future has never felt more uncertain.

We know that Covid-19 has had a huge impact on young people. Their lives have changed beyond recognition and their futures are now at risk. Yet there is still a lack of recognition of the positive impact young people are currently making in communities across Scotland. **This has to change.**

By failing to support young people to volunteer and make a positive difference, we all lose out as a result.

Now, more than ever, we must empower young people to be changemakers. Young people are not simply the leaders of tomorrow. They have the energy, talent and ideas to take action, make a difference and build a better world today!

SIGNING UP TO THE POWER OF YOUTH CHARTER

What is the Charter and where did it come from?

Based on insights gathered from #IWill campaign partners and #IWill Ambassadors, the Power of Youth Charter provides a framework for your organisation to empower more young people to take action, make a difference and influence change.

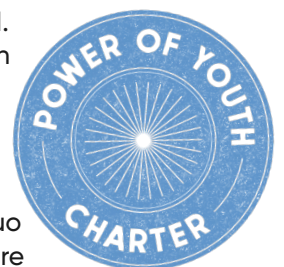
Underpinning the Charter are a core set of values:

INCLUSIVE: We will champion a volunteering and social action landscape that is inclusive for all young people in Scotland. We embrace, champion and celebrate young people and organisations from a diverse range of backgrounds and beliefs to co-create change. We stand united against all forms discrimination based on an individual's race, ethnicity, class, beliefs, sex, gender, sexual orientation, age, health or other any status.

COLLABORATIVE: To achieve our shared vision and goals, we need to work together. Our approach will be collaborative with organisations and young people across Scotland. We value strong partnerships as core to the campaign and will stimulate collective action by connecting organisations, policymakers and young people to collaborate and co-create change.

YOUTH-LED: Young people are at the heart of all decision-making for #IWill. Their voices are included and valued. They are treated as equal partners in tackling common challenges. We listen to them, work with them and give them the space to create and lead change.

BOLD: Our vision for young people in Scotland will be bold, brave and ambitious. We will be innovative in our approaches, challenge the status quo and influence meaningful change to culture, policy and practice so that more young people, particularly from disadvantaged backgrounds, are supported and empowered to make a positive difference.



Also shaping the Charter are a set of key insights including:

Young people are part of the solution to key social and environmental challenges. **Empowering young people to be positive changemakers creates multiple benefits:** for the young people themselves, for the organisations they work with, for their communities and for wider society¹.

Young people are **more likely to make a positive difference and develop themselves if they take part in high-quality social action opportunities,** based on the six-quality principles².

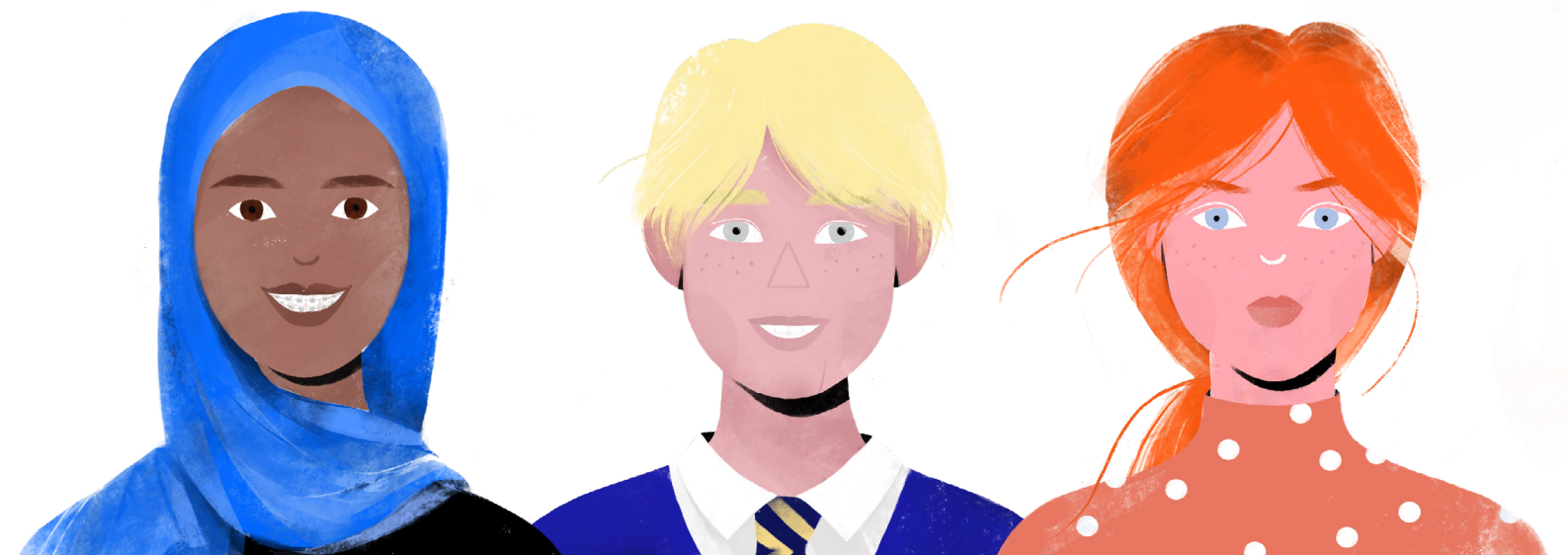
Organisations should aim to engage and support more young people to take part in social action from an early age. Research shows that the earlier young people start, the more likely it is that taking part in social action will become a habit³.

HOW DOES THE POWER OF YOUTH CHARTER RELATE TO #IWILL?

Since 2013, #IWill has laid the foundations to transform the role and perception of young people within society. However, we know that the pandemic risks creating a lost generation without urgent action; and we cannot 'build forward better' without young people.

That's why beyond 2020, #IWill Scotland will continue, supporting organisations and young people across the country to continue working together to grow the power of youth. The Charter will underpin collaboration towards three collective impact goals:

1. An increase in the number of young people who are taking action and making a difference across Scotland through formal and informal volunteering and social action.
2. An increase in the number of young people from under-represented groups who are making a difference through volunteering and social action across Scotland.
3. An increase in the number of organisations demonstrating their commitment to the #PowerOfYouth by offering high quality opportunities for young people to volunteer in formal and informal settings, take social action, make a difference and influence change.



WHY SHOULD MY ORGANISATION SIGN-UP?

Signing-up to the Power of Youth Charter has to be more than a token gesture. In doing so, your organisation will be making a public commitment and taking meaningful action to empower more young people to take action, make a difference and influence change.

Benefits include:

- Accessing new ideas and perspectives that enhance your organisation's work and impact
- Strengthening your organisation's relationship with its younger stakeholders by showing them that you care about their views and impact
- Setting an example to other organisations within and beyond your sector that encourages them to embrace and grow the power of youth
- Gaining access to networks and resources through the #IWill Partnership that support you to deliver your Charter commitments

HOW CAN WE GET INVOLVED?

To sign-up to the Charter, here are some next steps:

- A senior leader from your organisation - ideally the Chief Executive and/or Chair - will sign-up to the Charter on behalf of your organisation, ideally with endorsement from your Board. In signing up to the Charter, your organisation will also outline specific actions it will take to deliver on the Charter commitments. You can do so on the [YouthLink Scotland website](#)
- Your organisation will publicise adoption of the Charter through your communication channels. You can find a communications pack to help you do so [here](#)
- Your organisation will hold itself accountable to young people and track its development by sharing annually with #IWill Ambassadors and your networks how you are delivering the Charter commitments

ENDNOTES

- [#iwill Fund Learning Hub \(2019\) Community Benefit and Youth Social Action](#)
- [Ipsos MORI \(2014 - 2018\) The National Youth Social Action Survey](#)
- [The Jubilee Centre for Character and Virtues \(2017\) A Habit of Service](#)